

Strategic Business Advice

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ArmstrongWatson®
Accountants, Business & Financial Advisers

Introducing

A strategic advice service to help business owners achieve long-term success.

For any business to succeed, there are five fundamental building blocks that need to be in place:
Vision, People, Process, Data and Management Structure.

Business owners are often under a great deal of pressure as leaders. They often lack the time required to work "on" their business.

Our Strategic Business Advice service helps business owners ensure that these fundamental blocks are in place and aligned in order to allow a business to flourish and prosper.

We achieve this via our structured programmes, with time devoted to each of the building blocks, providing the focus that ultimately allows all of your business decisions to be effective.

“We approached Armstrong Watson for strategic business advice about one year ago. We like the fact that Nick keeps things simple and doesn't bombard us with jargon. We have found the process to be a great help in lots of aspects of future planning. The quarterly process can feel a bit daunting, ensuring that our 90-day objectives are met on time. Our team of three owners feel the investment has been worth it as we have a more efficient business and can look to the future with more enthusiasm. We would recommend this service to business owners and leaders alike.”

Jeanett Alberti, Partner,
Link Recruitment

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Business strategy

Here at Armstrong Watson we understand there is no "magic wand" when it comes to Strategic Business Planning. We find our most successful clients invest time ON their business instead of time IN their business. We know how to support that hard work and effort.

Our quest at Armstrong Watson is to help our clients achieve prosperity, a secure future and peace of mind.

To facilitate that objective, we have designed a strategic advice service that offers bespoke support, specific to your unique circumstances.

Prosperity and peace of mind come from having a sound plan.

Therefore, we help business owners to create their **Vision**, around which all other business decisions are focussed. Once established, this vision drives the dialogue relating to the other key building blocks;

- Does the business have the right **People** in the right roles with the right skill-sets?
- How can the business develop the right **Processes** for people to follow in a consistent and effective manner?
- Which are the best metrics and **Data** to measure performance?
- How can behaviours be managed in such a way that business decisions become more effective and is the **Management Structure** set up to achieve the best outcome?

All of this is broken down into manageable steps.

It is essential that progress with these strategic steps is regularly reviewed by our team of advisers, so there is real accountability in ensuring the strategy is driven through the business.

Our team contains over 400 specialists with a great understanding of the challenges business leaders face and our multi-disciplinary expertise is at your disposal.

“Armstrong Watson are guiding us through the next phase of our growth strategy and we're confident that with their help and support we're on track to achieve our desired goals within the next few years.”

Richard Bell, Finance Director,
Oldfield Electrical Supplies

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Our approach

Every business is unique and our strategic support reflects each nuance, providing truly bespoke advice based on the following initial actions.



The Fact Find

Any strategic planning needs to be based on a thorough understanding of the "current state". This first step is valuable time spent gathering your opinions, facts and perceptions about what the business does. The information is used as a benchmark throughout the strategic planning process. The time required for this Fact-Find phase may vary according to how much previous strategic planning work has taken place.



Setting the Vision

What does the organisation do, for whom, how and where?
What makes the company special?
What is the company's VISION?
The value of "big- picture" thinking is that it can liberate and motivate your teams. The risk is that there's more dreaming than action. Our structures manage the thought process such that an organisation can build a compelling VISION.



Committing the VISION

Once you have a VISION for how the organisation will operate into the future, how can the business leaders embed that Vision into the "everyday"? How can long-term goals be woven into the constant activity of the business? How will leaders delegate responsibility such that the wider company take accountability for this progress?



Data

What are the critical numbers in your business? How do your systems capture, then process, this information? What scorecard can represent this detail in a manner that "bites" across your organisation? Our objective is to provide our clients with a data-management process that informs and motivates in equal measure.



People

The most important stakeholders within any business. Does everyone in an organisation know whether they are doing their job correctly? The challenge of aligning competence and motivation across all people is common to most businesses. How can an employer find, secure and retain the "right" people for their business? How can a company manage a situation in which individuals do not feel aligned with the organisation?



Process

What are the critical processes within your business? How efficient are they? How often are they reviewed? How can they be improved? How well do they deliver the strategic objectives? What might be the value of refining an existing process? What resources might be released or saved? The focus here is to share multi-disciplinary insights into your business. Our experience shows that there is huge value in the review of "how" you do what you do.



Pulling it all together

This provides a closing review of all the activity to date. What progress has been made, what observations and concerns exist? Your Armstrong Watson relationship manager will chair tailored meetings to ensure that the different strands of the strategic process are embedded and accepted. Our goal is to make this structure for strategic management a "100 year fix".



Quarterly review meeting

Once the knowledge and process is set and established in your organisation, we run quarterly meetings in order to act as the external "eyes and ears" on your thought processes. We will challenge you, we will play the role of "Devil's advocate" and we will cross reference your thinking with the broad technical expertise from across Armstrong Watson's network. This cycle of regular meetings helps to keep "toes to the fire", for the benefit of your long-term objectives.

The most effective "balance" of these activities will vary from one company to the next. Our support can vary depending on a range of factors such as your company size, the extent to which you have developed strategic planning historically, the extent of alignment within the leadership team, the depth to which you wish our teams to offer support inside your company. One of our team will be happy to discuss this during any initial meeting.



"The strategic business advice service from Armstrong Watson has been a massive help to my business in the last year. The opportunity to use these meetings as a sounding board is invaluable. The way I have been held to account, and pushed beyond my comfort zone has, in hindsight, been quite enjoyable."

I went on a trade visit to the Far East in part because AW wouldn't stop reminding me about it. Another significant result has come from a successful introduction to different grant funding organisations."

I expect my business will continue to reap rewards from this investment over the coming years. Thank you."

Edward Sexton,
Managing Director,
Glencroft Countrywear



Working smarter, not harder

As an example of how we encourage process and planning, we offer the Business One Page Plan

Every business faces challenge and change. From future growth to wanting to sell, every business owner needs clarity on their decision making process.

Armstrong Watson recognises that, for many small or medium sized businesses, strategic planning can often seem like an alien or daunting prospect. You don't have to be a multi-national to benefit from a good plan.

This is why Armstrong Watson has developed BOPP (Business One Page Plan) . BOPP combines the structure that supports a robust business process, and the dialogue that provokes the thinking behind any plan.



Create targets. Reach goals - What is BOPP and what can it do for me?

BOPP is a systemised business one page plan designed to suit you and your goals.

The BOPP and your business accountant come as a package. Together we'll dig deep into your business to find out what really makes it tick, identifying the **small** things that can make a **big** difference.



Identify what is important to you - Where do you want to be in 5 years' time?

5 years sounds like a long time, so let's break down your longer term plan into months and set goals that matter here and now.

Identifying the right KPIs can help transform the results of your business and your working life.



Together, we'll create a measure - Smart targets.

Once we have identified and agreed your most important KPIs, you need to achieve them.

Together we'll set smart targets for you to chip away at each month.



Track it - Everything you need to know on one page.

The BOPP gives you a simple monthly breakdown of all your KPIs, keeping you focused on your progress. Plus, we are here to help you!

Your success is our success, so our regular one-to-one meetings and telephone contact will help you stay on track.



Achieve success - Receive the fruits of your labour.

Hitting targets helps you improve the performance of your business, which shows up as increased profits, greater cash reserves and increased capital value for your business.

All vital to your wider aims and dreams.



Raise the bar - Once you begin hitting targets let's make them a little more ambitious.

Your business one page plan will continue to be a living, breathing, active part of running your business.

Together we can help you achieve your ultimate business goals.

Sounds good?

What are you waiting for?

Ready to talk and learn more about Armstrong Watson's Strategic Business Advice services?

Call 0808 144 5575

www.armstrongwatson.co.uk



1 Identify

Identifying the right KPI's can help transform the results of your business.

2 Measure

Agree the most important goals, then together work out smart targets to achieve them.

3 Track

The BOPP gives you a simple monthly breakdown of all your KPI's, keeping you focussed on the next steps.

4 Actions

Agree actions from conversations about the KPI's.

5 Success

Hitting monthly targets helps improve the business performance showing up as increased profits, greater cash reserves and increased capital value.



Strategic Business *Advice*

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